

# 'Enriched Flavor' Tobacco!

**MERIT technology making "good taste" a reality for low tar smoking.**

There is a way to pack flavor—extra flavor—into a low tar cigarette.

MERIT proved it.

By cracking cigarette smoke down into separate elements, researchers were able to isolate certain "flavor-rich" ingredients that deliver taste way out of proportion to tar.

The result was 'Enriched Flavor' tobacco. Tobacco that delivers the kind of taste smokers can switch to.

And stick with.

*"Merit cigarettes have converted me from a confirmed high tar cigarette smoker to a low tar smoker."*

© Philip Morris Inc., 1977

—Mr. Robert Katz  
New York, New York

Kings: 8 mg. "tar," 0.5 mg. nicotine av. per cigarette, FTC Report Dec. '70  
100's: 1.2 mg. "tar," 0.8 mg. nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.



LOW TAR-ENRICHED FLAVOR

This kind of smoker enthusiasm is typical of what smokers are saying about the taste of MERIT.

*"Congratulations on coming out with a low tar, low nicotine cigarette that tastes like tobacco instead of lettuce."*

—Mrs. Glen C. Skaggs  
San Antonio, Texas

*"I want to thank you all for your super work in producing this A\* cigarette."*

—Miss Jo Arlene Redford  
York, Pennsylvania

Only one cigarette has 'Enriched Flavor' tobacco. And you can taste it.

**MERIT**  
Kings & 100's

